

Amendment and Response Under 37 C.F.R. §1.116 - Expedited Examining Procedure
Serial No.: 09/759,986
Confirmation No.: 3145
Filed: 12 January 2001
For: MULTI-COMPONENT UNIDIRECTIONAL GRAPHIC ARTICLE

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Amendments to the Claims

This listing of claims replaces all prior versions, and listings, of claims in the above-identified application:

- B1
1. **(CURRENTLY AMENDED)** A graphic article, comprising:
a perforated imageable component comprising:
an imageable opaque polymeric film layer with an imageable first major surface and a second major surface, and
an opaque, light absorbing polymeric film layer adhered to the second major surface of the imageable polymeric film layer, wherein the imageable layer and the light absorbing layer are perforated with a plurality of apertures,
an image layer on the first major surface of the imageable layer,
an unperforated, attachment component comprising:
a substantially transparent, continuous polymeric ~~serim~~ layer with a first major surface and a second major surface, a layer of a substantially transparent hot melt adhesive applied on the second major surface of the ~~serim~~ continuous polymeric layer and a layer of a substantially transparent pressure sensitive adhesive applied on the first major surface of the ~~serim~~ continuous polymeric layer,
wherein the hot melt adhesive layer on the attachment component is adhered to the image layer on the imageable component.
 2. **(ORIGINAL)** A graphic article as claimed in claim 1, further comprising a perforated light reflecting polymeric film layer applied to the light absorbing polymeric film layer opposite the imageable polymeric film layer.
 3. **(ORIGINAL)** A graphic article as claimed in claim 1, wherein the pressure sensitive adhesive layer is covered by a removable release liner.

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4. (ORIGINAL) A graphic article as claimed in claim 3, wherein the pressure sensitive adhesive is an acrylic adhesive.
5. (ORIGINAL) A graphic article as claimed in claim 1, wherein the hot melt adhesive is selected from the group consisting of ethylene vinyl alcohol (EVA) adhesives and ethylene acrylic acid (EAA) adhesives.
6. (CURRENTLY AMENDED) A graphic article as claimed in claim 1, wherein the serim continuous polymeric layer is a polyester film.
7. (ORIGINAL) A graphic article as claimed in claim 1, wherein the imageable layer is selected from the group consisting of polyolefin films and vinyl films.
8. (CURRENTLY AMENDED) A multi-component graphic article comprising:
- (a) an imageable component comprising:
 - an opaque, perforated imageable polymeric film layer with an imageable first major surface and a second major surface, and
 - an opaque, light absorbing, perforated polymeric film layer applied on the second major surface of the imageable film layer; and
 - (b) an attachment component comprising:
 - a substantially transparent, continuous polymeric serim layer with a first major surface and a second major surface, wherein a layer of a pressure sensitive adhesive is applied on the first major surface and a layer of a heat activated adhesive is applied on the second major surface.
9. (ORIGINAL) A multi-component graphic article as claimed in claim 8, further

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comprising a removable release liner on the layer of pressure sensitive adhesive.

10. (ORIGINAL) A multi-component graphic article as claimed in claim 8, wherein the pressure sensitive adhesive is an acrylic adhesive.
11. (ORIGINAL) A multi-component graphic article as claimed in claim 8, wherein the hot melt adhesive is selected from the group consisting of ethylene vinyl alcohol (EVA) adhesives and ethylenc acrylic acid (EAA) adhesives.
12. (CURRENTLY AMENDED) A multi-component graphic article as claimed in claim 8, wherein the ~~serim~~ continuous polymeric layer is a polyester film.
13. (ORIGINAL) A multi-component graphic article as claimed in claim 8, further comprising a perforated light reflecting film layer applied on the light absorbing film layer opposite the imageable film layer.
14. (ORIGINAL) A multi-component graphic article as claimed in claim 8, wherein the imageable film layer is a white film and the light absorbing film layer is a black film.
15. (ORIGINAL) A multi-component graphic article as claimed in claim 14, wherein the white film and the black film are co-extruded.
16. (CURRENTLY AMENDED) A graphic article for attachment to a transparent substrate, wherein the graphic article comprises:
- a) an attachment component comprising:
 - i) a substantially transparent, continuous ~~serim~~ layer with a first major surface and a second major surface;

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ii) a substantially transparent pressure sensitive adhesive applied on the first major surface; and

iii) a substantially transparent heat activated adhesive applied on the second major surface; and

b) an opaque imageable component comprising:

i) an imageable film layer with a first major surface and a second major surface, wherein the first major surface is imageable; and

ii) a light absorbing film layer applied on the second major surface of the imageable layer;

wherein the imageable component is perforated with a plurality of apertures, the first major surface of the imageable component is adhered to the attachment component via the heat activated adhesive, and the graphic article is adhered to the substrate via the pressure sensitive adhesive.

17. (ORIGINAL) The graphic article as claimed in claim 16, wherein the imageable film layer is a white polymeric film.

18. (ORIGINAL) The graphic article as claimed in claim 16, wherein the light absorbing film layer is a black polymeric film.

19. (ORIGINAL) The graphic article as claimed in claim 16, further comprising a light reflecting film layer applied on the light absorbing film layer opposite the imageable layer.

20. (ORIGINAL) The graphic article as claimed in claim 16, wherein the pressure sensitive adhesive is an acrylic adhesive.

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21. (ORIGINAL) The graphic article as claimed in claim 16, wherein the hot melt adhesive is selected from the group consisting of ethylene vinyl alcohol (EVA) adhesives and ethylene acrylic acid (EAA) adhesive.

22. (CURRENTLY AMENDED) The graphic article as claimed in claim 16, wherein the ~~sem~~ continuous layer is a polyester film.

23. (ORIGINAL) The graphic article as claimed in claim 16, wherein the imageable film layer is retroreflective.

24. (ORIGINAL) The graphic article as claimed in claim 16, wherein the imageable film layer is luminescent.

25. - 30. (CANCELED)

31. (CURRENTLY AMENDED) A window display comprising:
a window with an interior surface and an exterior surface, the window having applied thereto a graphic article comprising:
an imageable component comprising:
an imageable opaque polymeric film layer with an imageable first major surface and a second major surface, and
an opaque, light absorbing polymeric film layer adhered to the second major surface of the imageable polymeric film layer, wherein the imageable layer and the light absorbing layer are perforated with a plurality of apertures,
an image layer on the first major surface of the imageable layer, and
an unperforated, attachment component comprising:

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a substantially transparent, continuous polymeric ~~serim~~ layer with a first major surface and a second major surface, a layer of substantially transparent hot melt adhesive applied on the second major surface of the continuous polymeric ~~serim~~ layer and a layer of a substantially transparent pressure sensitive adhesive applied on the first major surface of the continuous polymeric ~~serim~~ layer,

wherein the hot melt adhesive layer on the attachment component is adhered to the image layer on the imageable component, and the graphic article is adhered to the interior surface of the window with the pressure sensitive adhesive layer.

32. (ORIGINAL) A display as claimed in claim 31, wherein the pressure sensitive adhesive is an acrylic adhesive.

33. (ORIGINAL) A display as claimed in claim 31, wherein the hot melt adhesive is selected from the group consisting of ethylene vinyl alcohol (EVA) adhesives and ethylene acrylic acid (EAA) adhesives.

34. (CURRENTLY AMENDED) A display as claimed in claim 31, wherein the ~~serim~~ continuous polymeric layer is a polyester film.

35. (ORIGINAL) A display as claimed in claim 31, wherein the imageable layer is selected from the group consisting of polyolefin films and vinyl films.